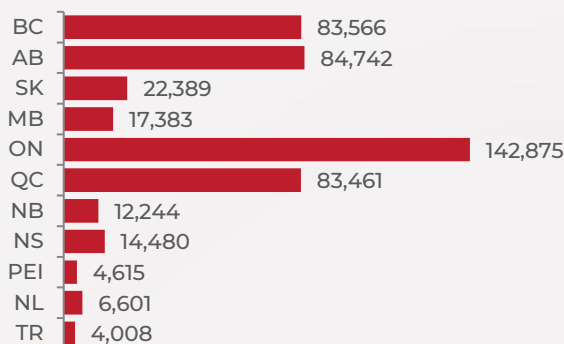


# Canada's Hotel Industry 2025 Business Intelligence Report

## 2025 Summary

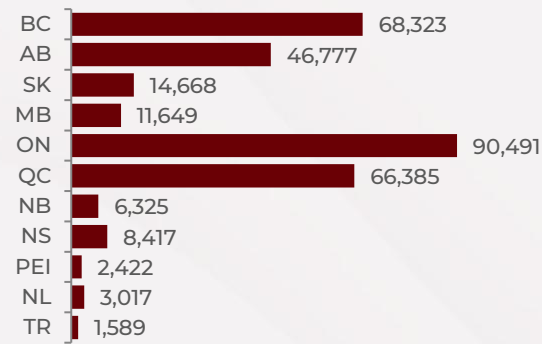
- Generated revenues of **\$30.0 billion** in 2023.
- Generated "value-added" of **\$27.7 billion**.
- Generated revenues estimated at **\$11.7 billion** for all three levels of government.
- Employed about **320,100 people** directly or indirectly on a full-time, part-time or seasonal basis with total salaries and wages estimated at **\$13.4 billion**.

## Hotel Rooms By Province



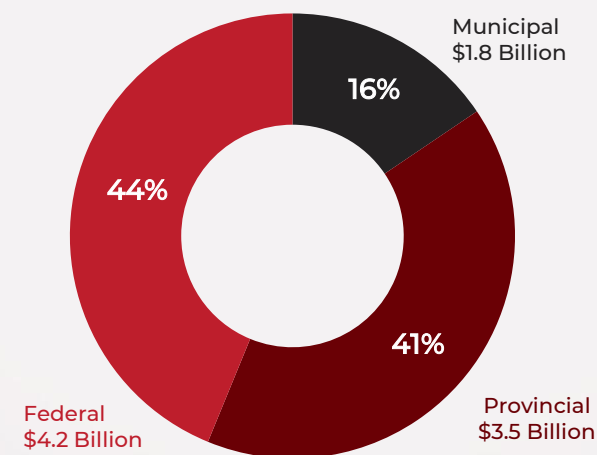
**476,364 total rooms across Canada**

## Total Employment by Province



**Total employment of 320,064**

## Government Revenues



*CBRE Hotels' Inventory utilized for the subject report contains 8,385 establishments offering 476,364 rooms open on an annual basis.*

## For further information please contact:

**Farhina Balayet**  
Manager, Research & Data Visualization  
(226) 894-3904  
fbalayet@hotelassociation.ca

**HOTEL ASSOCIATION OF CANADA**  
130 Albert Street, Suite 1206, Ottawa, ON K1P 5G4

**Nicole Nguyen**  
Sr. Vice President  
647.625.1890  
nicole.nguyen@cbre.com

**Rebecca Godfrey**  
Sr. Vice President  
647.943.3743  
rebecca.godfrey@cbre.com

**CBRE LIMITED**  
145 King Street West, Suite 1100, Toronto, ON M5H 1J8

# Canada's Hotel Industry - 2025 Business Intelligence Report

NOTE: Based on 2023 Operating Results

	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	TERR	CANADA
TOTAL ESTABLISHMENTS	1,163	1,237	500	427	2,338	1,840	237	272	135	131	105	8,385
TOTAL ROOMS	83,566	84,742	22,389	17,383	142,875	83,461	12,244	14,480	4,615	6,601	4,008	476,364
REVENUES (000's)												
Rooms	\$4,849,689	\$3,729,797	\$592,626	\$787,379	\$6,718,273	\$4,061,560	\$387,587	\$733,041	\$162,108	\$257,914	\$146,184	\$22,426,158
Food & Beverage	\$1,198,985	\$1,075,526	\$79,843	\$113,077	\$1,191,613	\$1,100,487	\$67,254	\$50,902	\$34,926	\$40,011	\$1,056	\$4,953,682
Other <sup>(1)</sup>	\$516,096	\$554,729	\$165,097	\$176,711	\$509,721	\$501,098	\$14,067	\$37,240	\$33,048	\$33,195	\$8,858	\$2,549,861
Total	\$6,564,771	\$5,360,052	\$837,566	\$1,077,167	\$8,419,608	\$5,663,145	\$468,908	\$821,183	\$230,082	\$331,120	\$156,098	\$29,929,701
VALUE-ADDED <sup>(2)</sup> (000's)												
Direct	\$4,308,476	\$3,448,606	\$609,001	\$794,347	\$5,289,387	\$3,655,337	\$335,918	\$505,270	\$144,575	\$232,134	\$100,629	\$19,423,682
Indirect	\$1,794,773	\$1,464,231	\$176,940	\$219,462	\$2,486,993	\$1,622,171	\$103,273	\$250,390	\$61,224	\$75,812	\$40,115	\$8,295,385
Total	\$6,103,249	\$4,912,838	\$785,942	\$1,013,809	\$7,776,380	\$5,277,508	\$439,191	\$755,660	\$205,799	\$307,946	\$140,744	\$27,719,067
DIRECT & INDIRECT GOVERNMENT REVENUES <sup>(3)</sup> (000's)												
Income & Payroll Taxes	\$1,514,095	\$1,263,271	\$195,529	\$195,157	\$1,643,942	\$1,324,985	\$111,800	\$138,980	\$50,154	\$61,455	\$25,336	\$6,524,703
Property Taxes and DMF/Hotel Taxes	\$325,077	\$316,027	\$83,423	\$61,034	\$527,464	\$398,324	\$33,525	\$45,499	\$8,646	\$16,264	\$8,753	\$1,824,037
Sales & Excise Taxes	\$793,799	\$304,893	\$87,539	\$135,195	\$1,062,627	\$774,155	\$25,921	\$111,390	\$35,839	\$45,208	\$8,918	\$3,385,485
Total	\$2,632,971	\$1,884,191	\$366,491	\$391,385	\$3,234,034	\$2,497,464	\$171,245	\$295,869	\$94,639	\$122,927	\$43,007	\$11,734,225
SALARIES & WAGES (000's)												
Direct	\$2,071,405	\$1,637,721	\$220,761	\$224,692	\$2,324,516	\$2,024,368	\$130,830	\$160,639	\$55,553	\$75,666	\$25,291	\$8,951,442
Indirect	\$1,019,002	\$844,528	\$84,800	\$92,006	\$1,227,595	\$915,103	\$57,798	\$100,635	\$32,604	\$30,822	\$14,959	\$4,419,851
Total	\$3,090,407	\$2,482,249	\$305,560	\$316,698	\$3,552,112	\$2,939,472	\$188,628	\$261,274	\$88,157	\$106,487	\$40,249	\$13,371,293
EMPLOYMENT												
Direct <sup>(4)</sup>	53,947	38,406	12,934	9,924	74,104	56,698	5,403	6,595	1,934	2,467	1,209	263,620
Indirect	14,377	8,372	1,733	1,726	16,387	9,687	922	1,823	488	550	380	56,444
Total	68,323	46,777	14,668	11,649	90,491	66,385	6,325	8,417	2,422	3,017	1,589	320,064

**Methodology:** This study was completed by CBRE Limited | CBRE Hotels on behalf of the Hotel Association of Canada. The 2023 results are based on Operating Revenue from CBRE Hotels' Trends in the Hotel Industry and Hotel Industry Supply database. Value-Added, Direct & Indirect Government Revenues, Salaries & Wages and Employment have been calculated using provincial revenues and operating expenditures of the hotel industry as inputs into the provincial tourism economic assessment models (TEAM), developed by the Conference Board of Canada for the calendar year 2010.

- <sup>(1)</sup> Other Revenues include: Telecommunications, Other Operated Departments, including Off Premise Retail Beer, Wine, Cooler and Spirit Sales and Rentals, and Commissions from VLT operations.
- <sup>(2)</sup> Value-added is one of the most commonly used indicators of economic activity. Value-added measures economic value created through the production of goods and services. For example, an industry's value-added is the difference between the sales and the costs of its purchases from suppliers.
- <sup>(3)</sup> Income & Payroll Taxes include: personal income tax, corporate income tax and other payroll taxes (pension plan contribution, EI and health care premiums); Property Taxes include: personal property taxes paid by employees and property taxes paid by business, Destination Marketing Fees & other municipal room taxes; Sales & Excise Taxes include: provincial and federal sales taxes as well as excise taxes, excise duties and gasoline taxes.
- <sup>(4)</sup> Direct Employment is based on the total wages and salaries divided by a ratio of positions per available room.

Note: Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.